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WAR FOOD ADMINISTRATION  
Office of Distribution  
Washington 25, D. C.

February, 1944

A  
SAMPLE MATERIAL FOR BROADCASTS

The following scripts provide a basic pattern which can be adapted to the specific food conservation project undertaken by your organization.

Duplication of material will be avoided if the popular methods of meal planning, preparation, and storage of food used by your members are substituted for those described in these scripts. Original ways to reduce food waste in the home can be added and stories told how each member of the family can join the campaign to reduce food waste.

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1881

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(NOTE: The following script, which has been approved by OWI, will require approximately four and one-half minutes to present. This script may be used by itself, or as a part of a 15-minute or half hour program. (In the broadcast real names are substituted for the fictitious "Mr. Announcer," "Mrs. Expert," and "Mrs. Housewife," which are used only to indicate character.)

SCRIPT I - REDUCE WASTE THROUGH BETTER MEAL-PLANNING

ANNOUNCER: Food Fights For Freedom! On the world's battlefronts... and in our own homes! But between the grocery store and the dinner table, we WASTE needlessly 225 pounds of food apiece each year! Enough to feed an army of 15 million men! Wasting food is like giving food to the enemy...

VOICE I: Lack of sound meal-planning causes waste...waste of TIME in shopping, waste of ENERGY and FOOD in preparation and serving.

VOICE II: If you buy 3 pounds when you need only 2...if one carrot is allowed to shrivel through overbuying in each of America's 84 million homes...well, buying more food than you can use is just plain wasteful! Planning too much food for small children and old people...planning unattractive meals....those are more ways food is wasted.

ANNOUNCER: Food wasted cannot fight for freedom...And food MUST fight for freedom. Let's cut down our food waste!

MRS. HOUSEWIFE: Mr. Announcer...

ANNOUNCER: Yes, Mrs. Housewife.

MRS. HOUSEWIFE: I'm really worried. Am I a food waster? Why, I don't want to help the enemy...

MRS. EXPERT: Maybe I can answer your question, Mrs. Housewife. I'm Mrs. Expert: I was worried, too, and so I've tried to find out about food waste. We DO waste food -- about 15 percent of all we bring into our kitchens. I can tell you the ways most people waste food....

MRS. HOUSEWIFE: Then I can decide for myself whether or not I too am guilty.

MRS. EXPERT: Yes. You see, food begins to be wasted long before it's put on the table. In our own homes, waste may begin when we plan the meal....

MRS. HOUSEWIFE: Wait a minute!...How can I waste food even before I buy it? Why, most of the time I don't even make a plan before I go to the store...How do you know ahead of time what the grocer'll have in stock?

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MRS. EXPERT: That's just what I mean. Because we so often DON'T make plans, food is wasted. And if we make a plan.... it may not always be the best kind of plan. A plan is only an outline, of course, and you adjust it to what you find at the store.

MRS. HOUSEWIFE: How do you make a good plan, Mrs. Expert?

MRS. EXPERT: The most important thing is to plan meals that are nourishing and well-balanced. That means learning the rules of good nutrition. When we follow nutrition rules, we are healthy and full of pep.

MRS. HOUSEWIFE: Where can I get information on making my meals nourishing?

MRS. EXPERT: Our local nutrition committee, at \_\_\_\_\_ will be glad to give you information.

MRS. HOUSEWIFE: I'll go see them...for of course I want my family to be well-nourished and healthy. What else should I think of in my meal plan?

MRS. EXPERT: Let's try to figure the EXACT needs of our families before we buy. That's especially vital for perishable foods like fruits and vegetables...we can't AFFORD to waste them. Plan each dish in terms of servings actually needed. But always try to buy PLENTIFUL fruits and vegetables in season...provided you've a plan for using them soon.

MRS. HOUSEWIFE: Sometimes I buy a large quantity of a plentiful fruit or vegetable, and I've a perfectly good plan for using it all up. But after about the third meal, my son says, "Aw, Mom, do I HAVE to eat that stuff?"

MRS. EXPERT: It IS hard to think of new and appetizing ways to serve the "same old foods." But our cookbooks can help us out. Here are some more sides to meal-planning: Let's plan according to the weather...lighter meals for summer. And plan in terms of your family...their ages and appetites, I mean, and what they do.

MRS. HOUSEWIFE: Plan bigger servings for growing children and my husband, I suppose...and less food for very young children and old people.

MRS. EXPERT: That's the idea. Now here's MY favorite part of meal-planning: Let's work for variety in our meals, in texture, color, and flavor. As a matter of fact, nutritious meals usually turn out attractive and interesting as well. A good meal does more than satisfy hunger. It appeals to the eye and to the tongue...which stimulates your appetite.



MRS. HOUSEWIFE: And makes you want to clean your plate right up! You can plan in your mind how a meal will look and taste, can't you?

MRS. EXPERT: And if you DO imagine your menu ahead of time, and use contrasts in food, you'll avoid an unpalatable meal that might be wasted. After all, when we're buying clothes or furnishing a room, we never use all the same color or texture of materials...perhaps we plan for a spot of color in accessories or sofa cushions....so why not plan a contrast for a plate of food? Take texture. Serving a crisp crunchy food along with a soft food adds interest to a meal.

MRS. HOUSEWIFE: Let's see...crisp celery curls or carrot sticks with chicken a la king?

MRS. EXPERT: Yes, that'd be good. And color is also fun to plan. If you were serving a white fish, why not also plan to serve green spinach and raw beets, or yellow carrots and green string beans.

MRS. HOUSEWIFE: This is fun. Here's the most unappetizing meal I can imagine, and made with perfectly good food! The fish you mentioned...mashed potatoes...and boiled cabbage...served on a plain white china plate to someone who's not very hungry anyway!

MRS. EXPERT: It wouldn't be hard at all to make that into a very attractive meal. Add a yellow lemon slice for the fish... instead of mashed potato serve a boiled potato with a sprinkling of green parsley, or a potato baked in its brown jacket. If you can't substitute a colorful vegetable for the cabbage, brighten it with a dash of paprika. And add a crisp slice of yellow rutabaga or a crisp green salad for the final touch. After you've made these changes; this meal will also have variety in flavor...you get contrasting flavors also, when you combine a bland or mild flavored food with something sour or savory...

MRS. HOUSEWIFE: That's another reason the lemon is good with the bland fish.

MRS. EXPERT: Or boiled beef with horseradish sauce...macaroni and cheese with tomato salad...or a dessert of boiled custard over sliced oranges.

MRS. HOUSEWIFE: My, I'm getting hungry! Those combinations certainly sound good!

MRS. EXPERT: And along with balancing color, texture, and flavor let's remember to vary the shapes of food on the plate...avoid all mounds or all squares...

MRS. HOUSEWIFE: Like slices of meat...a round boiled potato....and spinach?

MRS. EXPERT: Yes, that would do. And we can all help each other by exchanging ideas, on all phases of meal-planning. For sound meal-planning is one of the best ways of cutting down those 225 pounds of wasted food...and reducing food waste is a real war job for us homemakers.

A L T E R N A T I V E E N D I N G S:

For separate shows:

ANNOUNCER: You've just heard Mrs. Expert and Mrs. Housewife (give real names and titles as desired) discussing how to cut down food waste through careful meal-planning and good shopping habits. Tune in again \_\_\_\_\_ at \_\_\_\_\_ for tips on saving food in preparation and storage. (CLOSE)

Or for one 15-minute show: ANNOUNCER: Food fights, etc. (Begin next script in series)

Or for half-hour show: Follow script with music, or talk by prominent citizen on food waste, and then give next script in series.



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SCRIPT II - REDUCE WASTE THROUGH PROPER FOOD PREPARATION AND  
STORAGE METHODS

ANNOUNCER: Food Fights For Freedom! On the world's battlefronts...and in our own homes! But between the market and the meal, America's housewives waste needlessly 14 billion tons of food each year! That's 75 million pounds a day! Wasting food is like giving food to the enemy....

VOICE I: When potatoes are peeled before cooking, or baked potato skins are thrown away, one-tenth of their bulk is wasted! America's 34 million housewives may have wasted more than 24 million bushels of potatoes last year...and iron and vitamins, too. Producing those potatoes took nearly 13 million man hours of labor.

VOICE II: One slice of bread allowed to get stale or moldy and then thrown out...one slice of bread, multiplied by America's 34 million families...two million loaves of bread would mean a lot to starving families in Occupied Europe. For careless storage wastes food.

ANNOUNCER: Food wasted cannot fight for freedom...and food must fight for freedom! Let's cut down our food waste!

HOUSEWIFE: Mr. Announcer....

ANNOUNCER: What is it, Mrs. Housewife?

MRS. HOUSEWIFE: Mr. Announcer, I'm sure I don't waste food in those ways. Why think how much money all those potatoes and all that bread would cost!

ANNOUNCER: Suppose we call on Mrs. Expert again. She's been studying food waste, you know. Maybe she knows some ways of saving food you haven't heard of -- ways that'll also save you money.

MRS. EXPERT: Hello, Mrs. Housewife. Yes, that food waste IS startling... none of us likes to think she's guilty of such a crime.

MRS. HOUSEWIFE: How do you KNOW we waste so much food?

MRS. EXPERT: I made a very simple test. You can do it, too. I went down and visited our local garbage dump. If you haven't ever been to the garbage dump...well, the sights and smells are unpleasant. But it's all the proof you need of unnecessary food waste.

MRS. HOUSEWIFE: I thought garbage dumps were made up mostly of eggshells... orange peelings...coffee grounds...

- MRS. EXPERT: All that...and much more too! Why, I saw loaves and loaves of bread there...if you counted up all the slices that were a bit moldy or stale, but that could have been eaten before they got that way.
- MRS. HOUSEWIFE: What do you mean? You can't eat moldy bread.
- MRS. EXPERT: No...but you CAN keep your bread where it won't get moldy, and eat it before it has time to spoil, and buy only as much as you'll use.
- MRS. HOUSEWIFE: Where CAN you keep it? I thought all bread got moldy eventually.
- MRS. EXPERT: Hot damp summer weather is hardest on bread...then it's best to keep it in the icebox in moisture-proof paper. And all times of year you keep your breadbox clean and sweet with frequent soapings and sunnings.
- MRS. HOUSEWIFE: Perhaps the bread'll get stale before we eat it.
- MRS. EXPERT: If our bread does get stale...I've learned how to use it. My children love a good bread pudding. And I've begun keeping an air-tight jar of crumbs ready for whatever dish I'm making: meat loaves, croquettes, deep fat frying. But bread wasn't all I saw at the garbage dump. I began to think the garbage pail was the best fed member of my family! Why you should have seen the fruits and vegetables! I could have gathered up basketfuls I could still use, to say nothing of the ones that were slightly spoiled....
- MRS. HOUSEWIFE: What a shame, when sometimes it's so hard to get fruits and vegetables.
- MRS. EXPERT: These hadn't been properly stored. It'd be a good idea if we thought over how to store fruits and vegetables before we bought them. We should keep most ripe fruits cool, though we can let under-green fruits ripen at room temperature. Citrus fruits and apples need a cool place though it doesn't have to be the icebox.
- MRS. HOUSEWIFE: And the same goes for potatoes and root vegetables, doesn't it?
- MRS. EXPERT: Yes. And your salad greens stay crisp and fresh if you wash and store them tightly covered in your icebox. And don't throw away the outer leaves of lettuce and cabbage.
- MRS. HOUSEWIFE: Why on earth should you save outer leaves?

- MRS. EXPERT: They make good soup for one thing, and they're full of vitamins and minerals. But at the same time you don't want to keep them in your icebox for weeks before doing anything with them. Which reminds me of potato parings.
- MRS. HOUSEWIFE: I'm afraid I don't see the connection.
- MRS. EXPERT: We throw away both of 'em when we shouldn't. No, I don't mean you should make potato parings into soup. But potatoes DO have more food value when we boil or bake them in their jackets.
- MRS. HOUSEWIFE: That would save me a lot of time, too. I hate to pare potatoes!
- MRS. EXPERT: The same thing goes for other vegetables and fruits...eat them raw, or cook them in their skins, scrubbing instead of paring. When we cook vegetables, and even fruits, let's save the water we cook 'em in...it's full of vitamins and minerals, and we can use it in soups, stews, and gravies ...and believe it or not there were also meat and fish at the dump.
- MRS. HOUSEWIFE: I hate to think of wasting meat, when it's rationed.
- MRS. EXPERT: We can cut down waste by storing meats, poultry, and fish cold...and cooking variety meats, ground meat, and fish right away...We also waste meat in cooking...by trying to cook it at too high a temperature.
- MRS. HOUSEWIFE: And I know what happens...it SHRINKS...that's one of the heart-breaking things that happens to you when you first start to keep house...a lovely piece of meat shrivels into a wizened mass of protein...!
- MRS. EXPERT: You want to cook other protein foods, like eggs and cheese, also at low temperatures...otherwise they get tough and unappetizing.
- MRS. HOUSEWIFE: One more question: How do you store foods like milk, butter, and eggs?
- MRS. EXPERT: Always keep milk clean...cool...and covered...and the same goes for butter. It's a good idea to keep eggs cool, too ...but not to wash them...that destroys their protective coating. And so with these sound preparation and storage methods, I'm sure we can cut our food waste way down from the 14 billion tons we homemakers always used to waste. Let's remember, it's the little bits and driblets that count.



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SCRIPT III - REDUCE WASTE WITH NEW TABLE MANNERS AND  
BETTER USE OF LEFTOVERS

ANNOUNCER: Food Fights For Freedom! On the world's battlefronts... and in our own homes! But between the plough and the dinner plate, we waste needlessly 20 to 30 percent of all the food we produce! Enough food for all our Armed Forces and for what we are currently supplying our Allies too. Wasting food is like giving food to the enemy...

VOICE I: America needs all the food it can get...yet Americans leave food on their plates for "Mrs. Manners"! Pre-war table manners cause waste.

VOICE II: The garbage pail is often the best-fed member of the family. And the icebox is often the stepping-stone to the garbage pail. Leftovers are thrown away at once, or put in the icebox and forgotten 'til they spoil.

ANNOUNCER: Food wasted cannot fight for freedom...And food MUST fight for freedom. Let's cut down our food waste!

MRS. EXPERT: Mr. Announcer, may I interrupt? There's something I want to ask Mrs. Housewife.

MRS. HOUSEWIFE: Here I am, Mrs. Expert. What's on your mind?

MRS. EXPERT: I want to give you a personal invitation to join our Clean Plate Club. It's the most UNexclusive club in town, but extremely fashionable!

MRS. HOUSEWIFE: I'm not sure I could afford to joint. What're the dues?

MRS. EXPERT: A clean plate at every meal, — three clean plates a day are the dues.

MRS. HOUSEWIFE: You mean, I would have to pay dues three times a day by cleaning my plate at every meal? Well, that's cheap enough! Any other requirements for joining the Clean Plate Club!

MRS. EXPERT: You have to pledge that you and your family will finish all food on your plates for the duration and 6 months after. Our family joined a little while ago, and I think we're already cutting down our food bills as well as our food waste. And we're all getting the food we need for good health.

MRS. HOUSEWIFE: But speaking of cleaning your plate — sometimes it's rather hard to eat up gravies and vegetable juices...

MRS. EXPERT:\* I mean gravy, too. Let's adjust our table manners as we've adjusted many other ways of our life to all-out war. Good wartime manners mean eating all the food on our plates... and we can break off a piece of bread to soak up the gravy

MRS. EXPERT:  
(CONT'D)

....That's one way to get full value from our meat ration points! And citrus fruits are another food that is sometimes short...so Clean Plate Clubbers squeeze their grapefruits dry. Maybe you have some ideas, too, Mrs. Housewife.

MRS. HOUSEWIFE:

Speaking of making the most of our meat..I can think of something my children would just love; to pick up chicken bones or chop bones in their fingers, and gnaw the last bit of meat off 'em. Somehow they seem to think the meat closest to the bone is the most delicious.

MRS. EXPERT:

In wartime, it'd be good if we ALL felt that way. With ideas like that, you'll easily qualify for the Clean Plate Club. Another item of wartime good manners is, tip soup bowls for the last drops of soup. And let's not neglect the parsley, watercress, and lettuce leaf garnish on our plates...they're just full of vitamins and minerals.

MRS. HOUSEWIFE:

There's only one trouble about all this, Mrs. Expert. Should people eat food they really don't want, when they've had all they need and are full? Overeating is as wasteful as leaving food on a plate.

MRS. EXPERT:

The Clean Plate Club solves that dilemma in several ways: Watch the size of the servings. And don't force guests to have second helpings or dishes they don't like...that sort of hospitality on your part, that sort of politeness on the part of guests, is quite out of fashion! And you learn to be clever with food that's left over...

MRS. HOUSEWIFE:

Now there's something you can help me with -- left-overs, I mean. I'm afraid MY icebox sometimes becomes a stepping-stone to the garbage pail, when I put left-overs away and forget about them.

MRS. EXPERT:

I had my trouble with left-overs until I learned how important saving food is...But once you're conscious of making the most of food...well, it's no harder to use left-overs than to do any of the other things we women've learned in this war. The main point is to preserve left-overs by keeping them cold and covered and to use our imagination in preparing them so that when they re-appear on the table they will be tempting and appetizing.

MRS. HOUSEWIFE:

Let's take a specific food. Meat for instance. What can we do with a roast besides serving it sliced cold...or what can we do with other left-over meats?

MRS. EXPERT:

Meat is really one of the easiest left-overs to cope with. Maybe I'm lucky, because my family's fond of hash. They also like croquettes, meat loaf, and minced meat on toast. If you don't have enough meat left over, you can combine it with new meat in the meat loaf, or in baked stuffed



MRS. EXPERT: pepper, Irish stew, or chili. And left-over meat is good  
(Cont'd) added to vegetable soup, or to scrambled eggs. What next?

MRS. HOUSEWIFE: Well, I suppose using left-over vegetables is my worst  
problem. How do YOU do it? Have you some good ideas?

MRS. EXPERT: My family likes left-over vegetables creamed...you can use  
up little bits of several vegetables at once that way. Or  
I put them in a casserole with a white sauce and breadcrumbs  
on top.

MRS. HOUSEWIFE: U-m-m-m, that sounds DELICIOUS..and you're using left-over  
bread, too!

MRS. EXPERT: A jellied vegetable salad is another good disguise. And you  
can always use the vegetables in a nourishing hot soup.  
Then baked beans make a good lunch-box sandwich, and soup,  
too, and even salad! You know, our whole family is co-  
operating in using left-overs. When a dish made with left-  
overs comes on the table, the first person to see through  
the disguise may whisper two lines from an old poem!

"And what they could not eat that night,  
The queen next morning fried!

And then they eat every morsel!

MRS. HOUSEWIFE: The main point about left-overs, apparently, is to avoid  
"garbage" dishes. I know MY morale suffers when today's  
beans are tomorrow's...beans!

MRS. EXPERT: The idea is to produce an entirely new dish, by using  
garnishes, new combinations, or a sauce. We might call it  
artful camouflage. And the military term is appropriate for  
our war on food waste. It's really a WAR, Mrs. Housewife,  
and we're commanders-in-chief on the homefront. The victory  
we'll achieve in our kitchen campaign will mean more food,  
more money, and more health for ourselves and our families.  
Let's work on the little bits and driblets of food we've been  
wasting...in stores, in our kitchens, on the dinner table, in  
the icebox. Let's start a whispering campaign against food  
waste.